Collective Impact Overview

MARCH 2017
FSG is a nonprofit that works on collective impact in three mutually reinforcing ways

### HANDS ON SUPPORT - Samples

- Maternal and child health in Fresno and San Francisco
- Public health across San Francisco
- Education in Seattle and South Texas
- Early childhood in Houston, Detroit, and Washington state
- Substance use on Staten Island
- Health in the Rio Grande Valley

### THOUGHT LEADERSHIP

*www.collectiveimpactforum.org*

The **Collective Impact Forum** is a field-wide digital resource designed to help curate and disseminate knowledge, tools, and best practices that support effective collective impact
Collective impact is a structured, multi-sector approach to address **complex problems**

Collective impact is the **commitment** of a group of important actors from **different sectors** to a **common agenda** for addressing a **specific complex problem** at scale
Collective impact has five elements

- COMMON AGENDA
- SHARED MEASUREMENT
- MUTUALLY REINFORCING ACTIVITIES
- CONTINUOUS COMMUNICATION
- BACKBONE SUPPORT
Collective Impact in action looks like this

Common agenda and shared metrics

strategic guidance and support

partner-driven action

Backbone support

• Guides strategy
• Supports aligned activities
• Establishes shared measurement
• Builds public will
• Advances policy
• Mobilizes resources

Steering committee

Community partners working on strategies

Work group

Chair

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= community partner (e.g., nonprofit, funder, business, public agency, parent)

* Adapted from Listening to the Stars: The Constellation Model of Collaborative Social Change, by Tonya Surman and Mark Surman, 2008.
The Backbone

Role: Lead the Process

- Guide vision and strategy
- Help connect the dots
- Establish shared measurement practices
- Build public will
- Advance policy
- Mobilize funding

Misconceptions - *That the backbone:*

- **X** sets the agenda for the group
- **X** drives the solutions
- **X** receives all the funding
- **X** is self appointed rather than selected by the community
- **X** is “business as usual” in terms of staffing, time, and resources
Working groups have the following responsibilities

**Strategy and indicator development**
- Review *research* on effective strategies within local context (if applicable) and external best practices
- Use *data* to inform identification of strategies and ongoing refinement
- Develop and refine *indicators*

**Implementation**
- Coordinate *activities* among working group member organizations and other relevant partners
- Identify *resources* to support and / or execute strategies
- Provide *progress updates* to and learn from the steering committee, backbone, and other working groups

**Leadership**
- Champion the effort with relevant stakeholders
- Align member organizations’ work to the goals, indicators, and strategies of the working group where possible